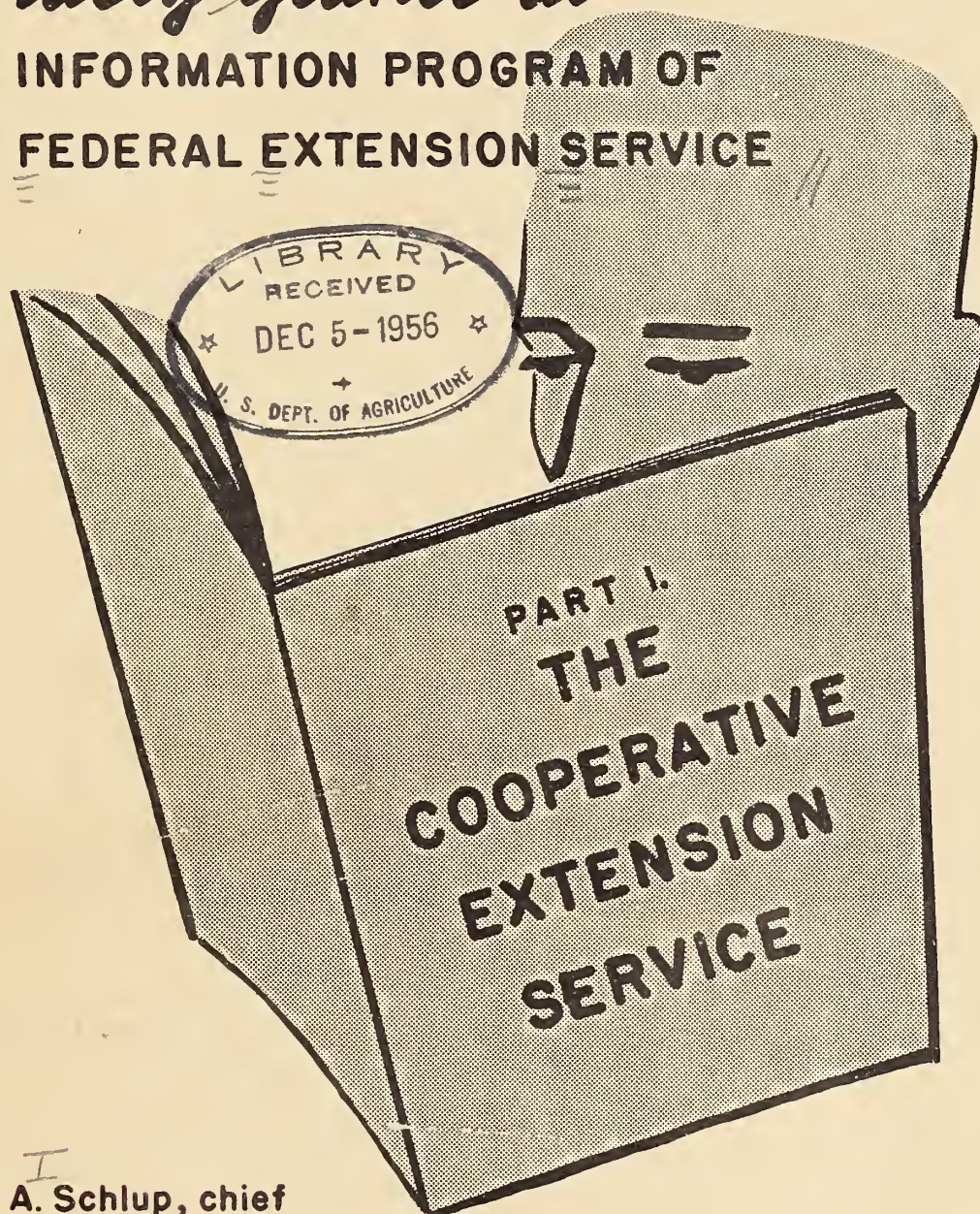


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*A Hasty Glance at*  
**THE INFORMATION PROGRAM OF  
THE FEDERAL EXTENSION SERVICE**



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<sup>2a</sup>  
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U. S. EXTENSION SERVICE — U. S. DEPARTMENT OF AGRICULTURE

JUNE, 1947

680(6-47)





611-117

*The real purpose of all cooperative extension work is helping rural people to help themselves in winning the good life, with security, with opportunity for the fullest expression of human personality, and with maximum contribution to national American well-being.*





*A Hasty Glance at -*

## **THE INFORMATION PROGRAM of the Federal Extension Service**

Part I. The Cooperative Extension  
Service.

Part II. The Division of Extension  
Information.

This is the first of two pamphlets about the  
Division of Extension Information.

These two pamphlets are designed to show  
briefly how the program of this Division fits  
into the Extension Service and the U. S. De-  
partment of Agriculture on the Federal side  
and the work of State extension editors and  
the Land-Grant Colleges on the State side.

In order to explain more clearly the contri-  
bution that the Division makes to the cooper-  
ative extension program, it is necessary to  
outline first the general character of coop-  
erative extension work and how it blends into  
the general picture of farming in the United  
States. This is done in Part I, which follows:





# *Our American Way*

COURAGE AND INTELLIGENCE, energy and resourcefulness, the high ideals and spirituality of a free people....these are the qualities that have made America great....

THESE and our happy facility for organizing democratic institutions....institutions through which these qualities can have active expression for the common welfare.

THESE HUMAN QUALITIES are the greatest of our assets. They overshadow even our vast supplies of material wealth, as important as our land, our minerals, our water, our industrial products are.

FOR THESE are the qualities with which human beings challenge and surmount difficult problems and conditions....the qualities with which they make the opportunities that utilize the material wealth that build American hopes into the finer destiny that is our heritage.

YES, these are the qualities of rugged individualism, tempered and strengthened by cooperative endeavor, which are expressed in a free America.

FARM PEOPLE possess them to a high degree.





## *Like the Air*

FARM PEOPLE possess these indispensable qualities to a high degree....else they wouldn't have been the sturdy pioneers that they have been....nor the steady, reliant producers of food and fibers that they are.

UNFORTUNATELY, the city dweller regards the farmer as he regards the air that he breathes....essential and abundant, but unnoticeable.

TO THE CITY MAN the land beyond the metropolitan confines means nothing....nothing unless he becomes interested by the spectacular drama of dust storms and flood as valuable farm soils go to waste.

BUT PAUSE, and consider that....

The food that he eats, the clothes that he wears, the shelter over his head have their origin in the farming areas.

The country is a reservoir from which the cities can draw their future increases of population. The city has a deficit in births of about 30 percent annually. The country has a surplus of 50 percent.

Farm prosperity means that farmer payments to city creditors can be maintained.

The farming areas are great markets for industrial products.

The land is a double shock absorber in depression time, because....

....Farmers accept low prices for the necessities of life.

....The farm maintains people who cannot find urban employment.





## *And Consider Too, That*

THE LARGEST private business in the world is maintained by American farmers. Yes, the largest, for the farm plant in 1946 was worth over 90 billion dollars.

PRODUCTS valued at about 25 billion dollars were produced by that plant in 1946.

THIS MASSIVE business was conducted on about 1.1 billion acres of farm land divided into about 5.8 million farms.

ON THESE FARMS lived between 27 and 28 million people.

OVER HALF of the farms grew annually products worth less than \$1,500....about a fifth had products worth \$4,000 or more, and only a twentieth had production worth more than \$10,000 each.

BUT, most important of all for our continued welfare is the fact that farming is not only a method of earning a living, it is also a way of life....





Yes-

## FARMING IS A WAY OF LIFE-

BUT WHY WORRY about the farmer, you ask? Why not apply to the farm home the same economic laws that govern business? When a business concern is organized it has a certain amount of capital. The concern may prosper or it may fail and go into bankruptcy. Generally speaking, economic laws governing supply and demand determine the success or failure of a business concern.

BUT would you like that to happen to your source of food or clothing? Your peace and happiness, your very life depend upon the uninterrupted flow of products from the soil.

SO, it is entirely different with the farm home. When farming is lean, when prices are low, does the farmer declare bankruptcy, retire from farming and follow some other pursuit? You are thankful that he doesn't. To be sure, he may fail to make money, but he hangs on. He lowers his standard of living, hoping that better times are not far off.

NO, farming is his inheritance, his way of life, and he usually grits his teeth and tenaciously clings to his farm. By this philosophic determination, he sees that a nation's stomach gets the proper nutritious foods and that other necessary products are provided.

AND SO the farmer must be helped to make his farm pay, and the farm woman must be helped to make her home more comfortable, her family healthier and happier, and the children must be helped to learn the fundamental values of life and how to succeed their parents with proficient farming and homemaking skills and in citizenship affairs.

HOW is that done? In numerous ways by many Federal and State agencies. The Cooperative Extension Service, for instance, is the educational arm of the U. S. Department of Agriculture and the State land-grant colleges. So let's see how farm life is improved in the educational way....





# *Blending People -*

## **WITH SCIENTIFIC FACTS AND MATERIAL RESOURCES.**

FARMING America is rich in resources. It has people, land, and water in abundance. It is wealthy in vitality, intelligence, leadership.

THE U. S. Department of Agriculture and the State Land-Grant Colleges are rich in technical farming and homemaking knowledge.

ORGANIZATION is necessary to bring these two together....the resources of the people and the land and the resources of scientific knowledge. That merging is important in helping along the process of solving individual, community, State, and National agricultural problems.

THIS MERGING is supplied educationally by an organization known as the Cooperative Extension Service....an organization that sprang at the turn of the century from the feed lots and pastures and from the farm homes....an organization that developed out of the vital needs of farm people and finally grew tall enough to become in 1914, by Congressional enactment, a nation-wide organization. It became a nation-wide organization, through growth from the bottom up....an organization that reflects a new kind of partnership arrangement among farm people and their county, State, and Federal governments.

YES, a new kind of partnership evolved which bridges the vast gulf between rugged individualism on the farm and far distant centralized national and State government agricultural policies, programs, and laboratory developed scientific information.

THIS farmer-county-State-Federal partnership is reflected in the program of the Cooperative Extension Service....





# So, Let's Take a LOOK

## at the COOPERATIVE EXTENSION SERVICE



Every farmer, every farm woman, every farm boy and girl has access to the vast store of scientific knowledge being developed in the laboratories of the U. S. Department of Agriculture and the State experiment stations....or that is available in other Government agencies.

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It is transmitted to them through the mechanism of the Cooperative Extension Service.

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This great body of knowledge, accumulated through research, is focussed upon the improvement of....

- The Farm
- The Farm Home
- The Rural Community
- Rural Institutions
- Rural Life

BY BUILDING THE INDIVIDUAL FOR SELF-DIRECTION  
to the point where he can do his own thinking  
and become more self-reliant





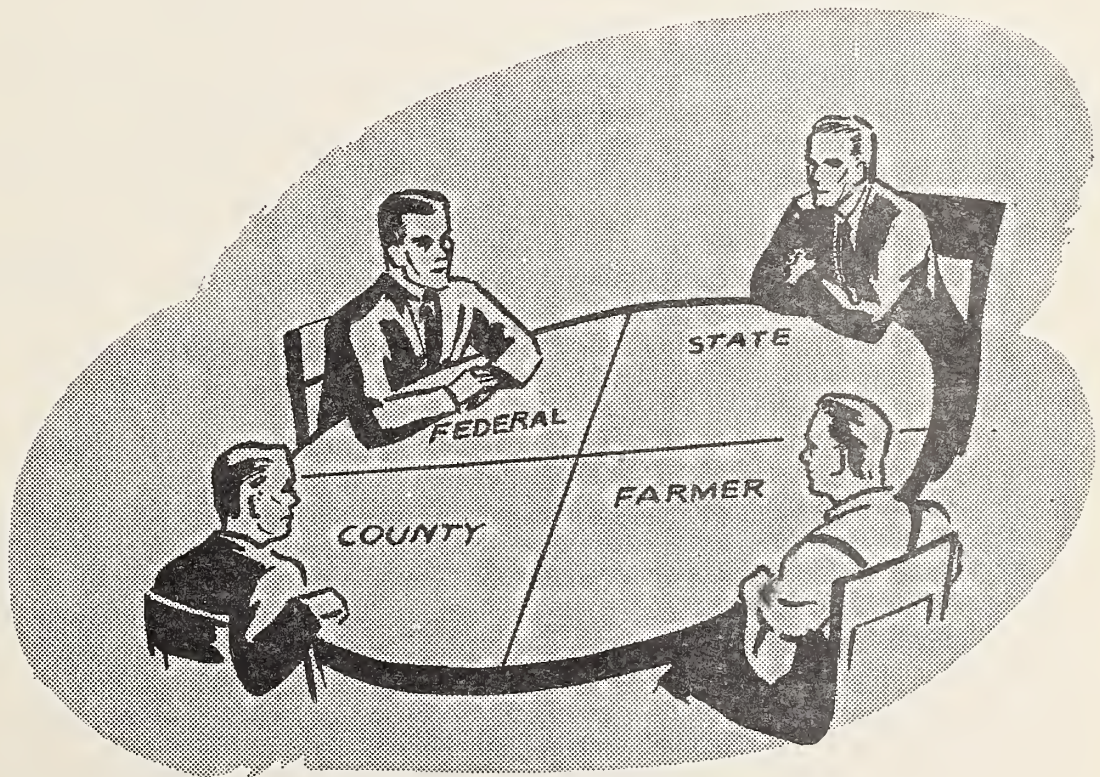
# What Is Cooperative Extension Work?

**It is**

teaching farming and homemaking to rural people ....men, women, youth....a practical out-of-school kind of teaching which applies science to real-life situations on a learn-to-do-by-doing basis.

**It is**

a joint democratic enterprise....farm people in partnership with their county, State, and Federal governments. Its policies, its financial support, its program execution, its leadership are completely cooperative.







# What Does COOPERATIVE EXTENSION WORK Do?

IT EXTENDS INFORMATION.

IT STIMULATES VOLUNTARY ACTION.

IT BUILDS LEADERS ON THE LAND....

To improve the individual in skills, methods, efficiency, and in cultural appreciation.

- Building a hog house.
- Choosing better seed for better yields.
- Growing disease-resistant varieties of tomatoes and other vegetables.
- Controlling plant and animal diseases and insects.
- Managing the farm income.
- Running water in the house.
- Canning a balanced variety of home-grown foods for better nutrition.
- Repairing sewing machines.
- Dressmaking.
- Handicrafts.
- Attractive farm homes.
- Harmonious family relations, etc., etc.

To solve group problems.

- Cooperative marketing.
- Better roads.
- Rural electrification.
- Conservation of the soil.
- Community sanitation.
- Health services.
- Recreation....etc., etc.

To understand national and international situations.

- United Nations organization.
- International trade.
- Agricultural price policies.
- Production controls....etc., etc.

IT EXTENDS IN AN ORGANIZED AND STIMULATING WAY INFORMATION ON EVERYTHING IN WHICH RURAL PEOPLE ARE INTERESTED  
.....EVERYTHING FROM ATOMIC ENERGY TO HOW TO DRIVE A NAIL STRAIGHT.



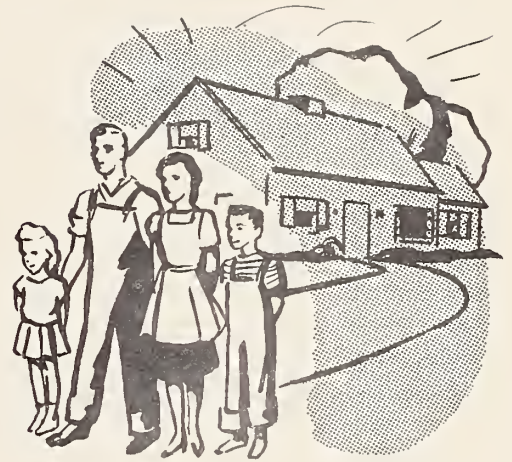


# Why Does It Do These Things?

To produce for all of us ample food from more fertile soil.



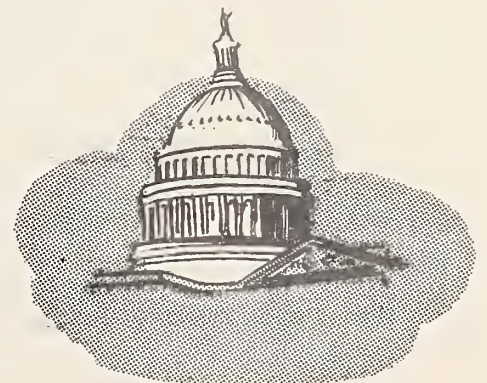
To promote happier, healthier, better informed, and more prosperous rural families in more comfortable homes.



To stimulate more individual rural participation in community, State, national, and international affairs.



To build more pride in THE AMERICAN WAY.







# How Does It Do Them?

Participation in extension work is voluntary. Extension work, then, must be based upon an understanding of human nature and upon the needs and interests of rural people. The approach....over the back fence....is to:



- ✓ *Develop ability in the individual to recognize the significant problems they must face.*
- ✓ *Arouse a desire to solve such problems.*
- ✓ *Provide factual information needed in solving the problems.... explain why it is needed and how to apply it.*
- ✓ *Encourage planning for the best ways of solving the problems recognized....individual planning and group planning.*
- ✓ *Stimulate appropriate action toward solution....such action to be taken voluntarily and based upon decisions reached voluntarily.*

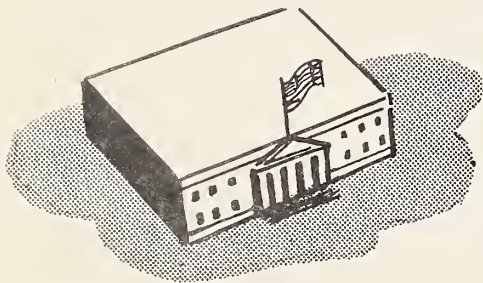
The key is PARTICIPATION and SELF EXPRESSION.

People grow as they develop initiative  
and share responsibility.





# Who Does Them?



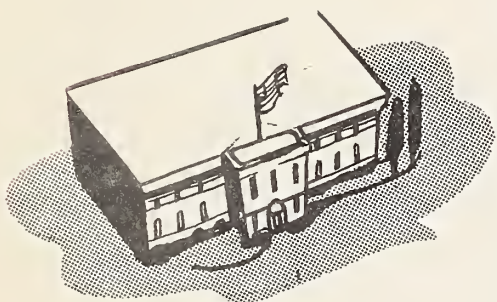
## County Extension staffs usually at the county seat:

COUNTY AGRICULTURAL AGENTS who work with farmers  
and others interested in rural life.

HOME DEMONSTRATION AGENTS who work with farm  
women and other women interested.

4-H CLUB AGENTS who work with youth

Total in the Counties ..... 8,281



## State Staff at the Land-Grant College:

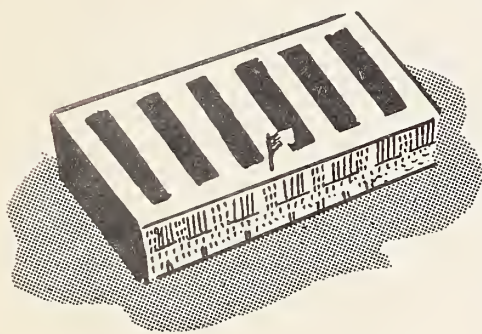
DIRECTORS AND ASSISTANTS ..... 111

SUPERVISORS AND ASSISTANTS ..... 605

SUBJECT-MATTER SPECIALISTS ..... 1,658

EXTENSION EDITORS AND STAFF ..... 169

Total staff at State offices ..... 2,543



Federal Extension staff in the U.S.D.A. .... 233

Total paid staff (Federal, State, and County).....11,057



## Volunteer Local Leaders:

UNPAID men, women, and older youth

who act as leaders in assisting

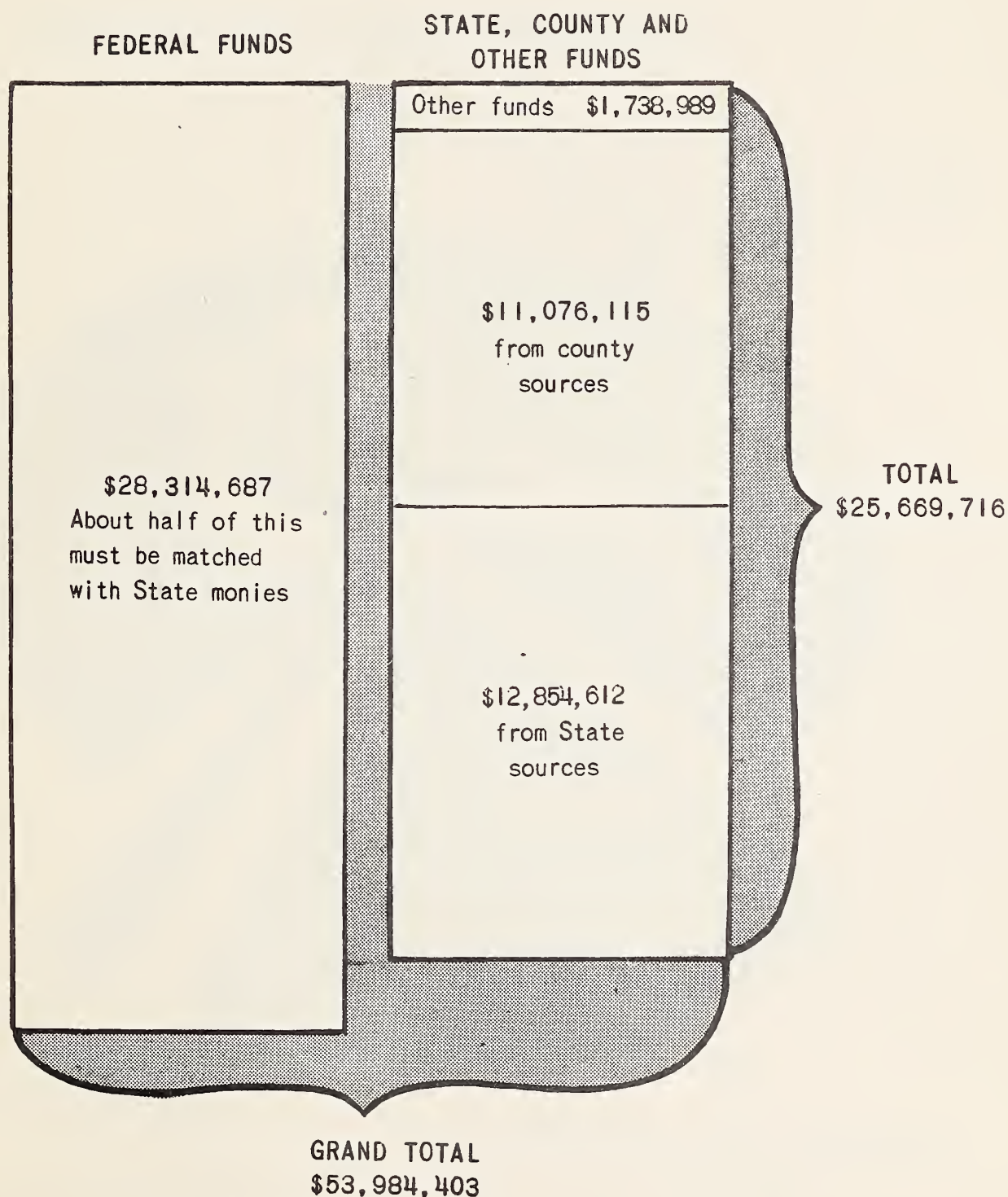
the county extension agents .....1,077,259





# How Much Does It Cost?

## WHERE DOES THE MONEY COME FROM?



51.6% comes from Federal sources

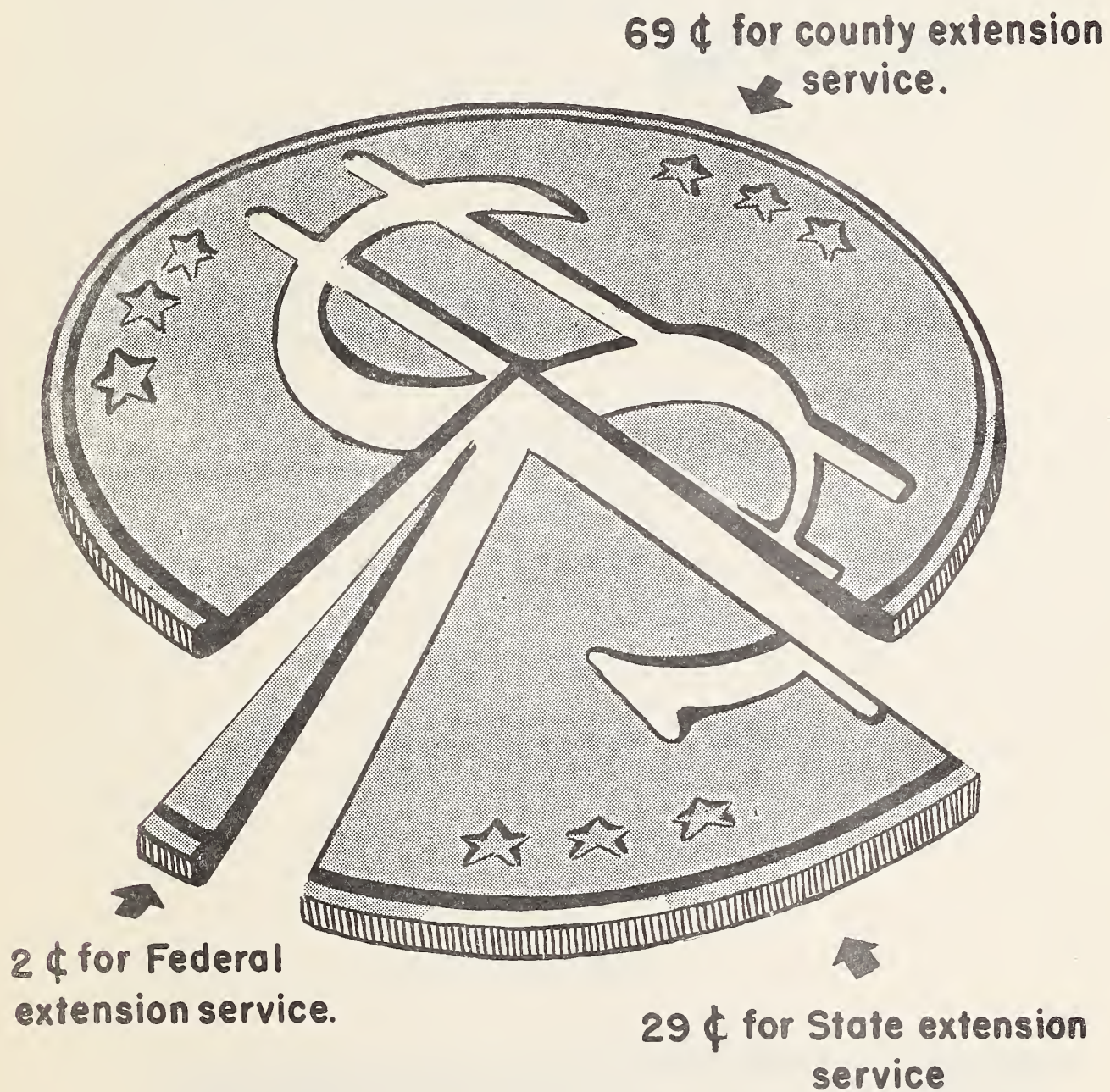
48.4% comes from State, county and other sources.





# *How Is the Money Divided?*

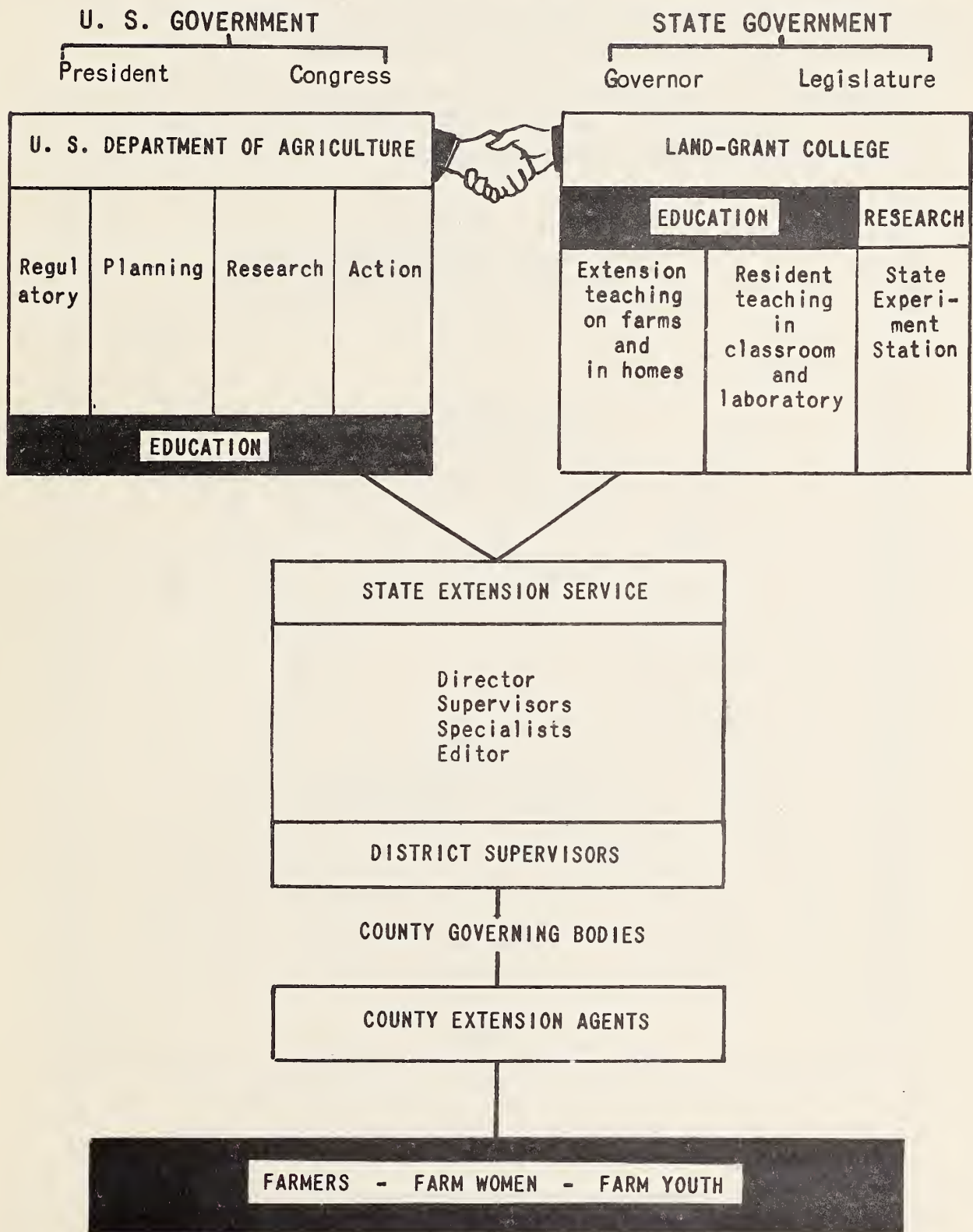
*Each dollar is split this way.....*







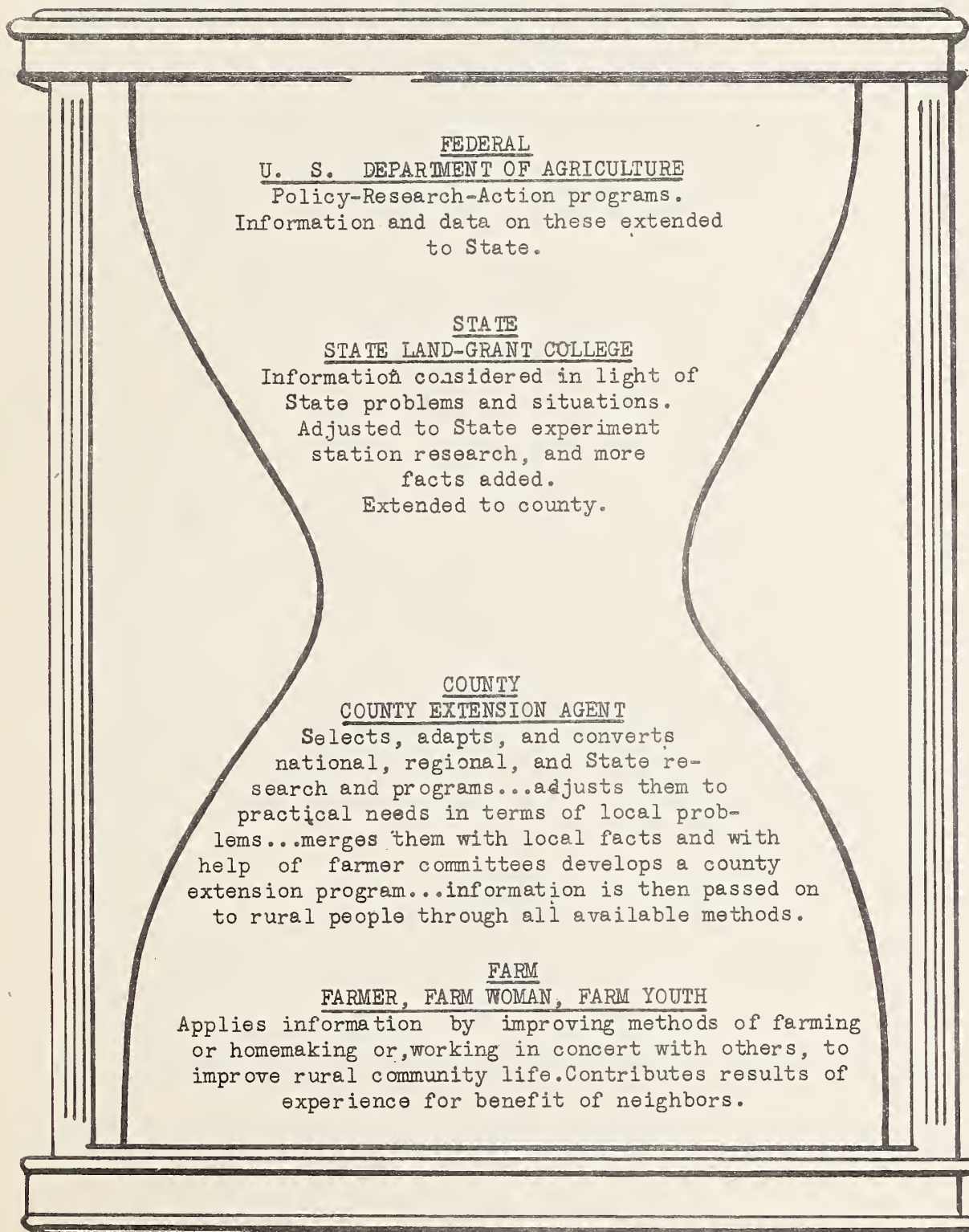
# How Are Its COOPERATIVE RESPONSIBILITIES *Organized?*





# *Just Where Do the* BASIC FACTS *COME FROM - and where do they go?*

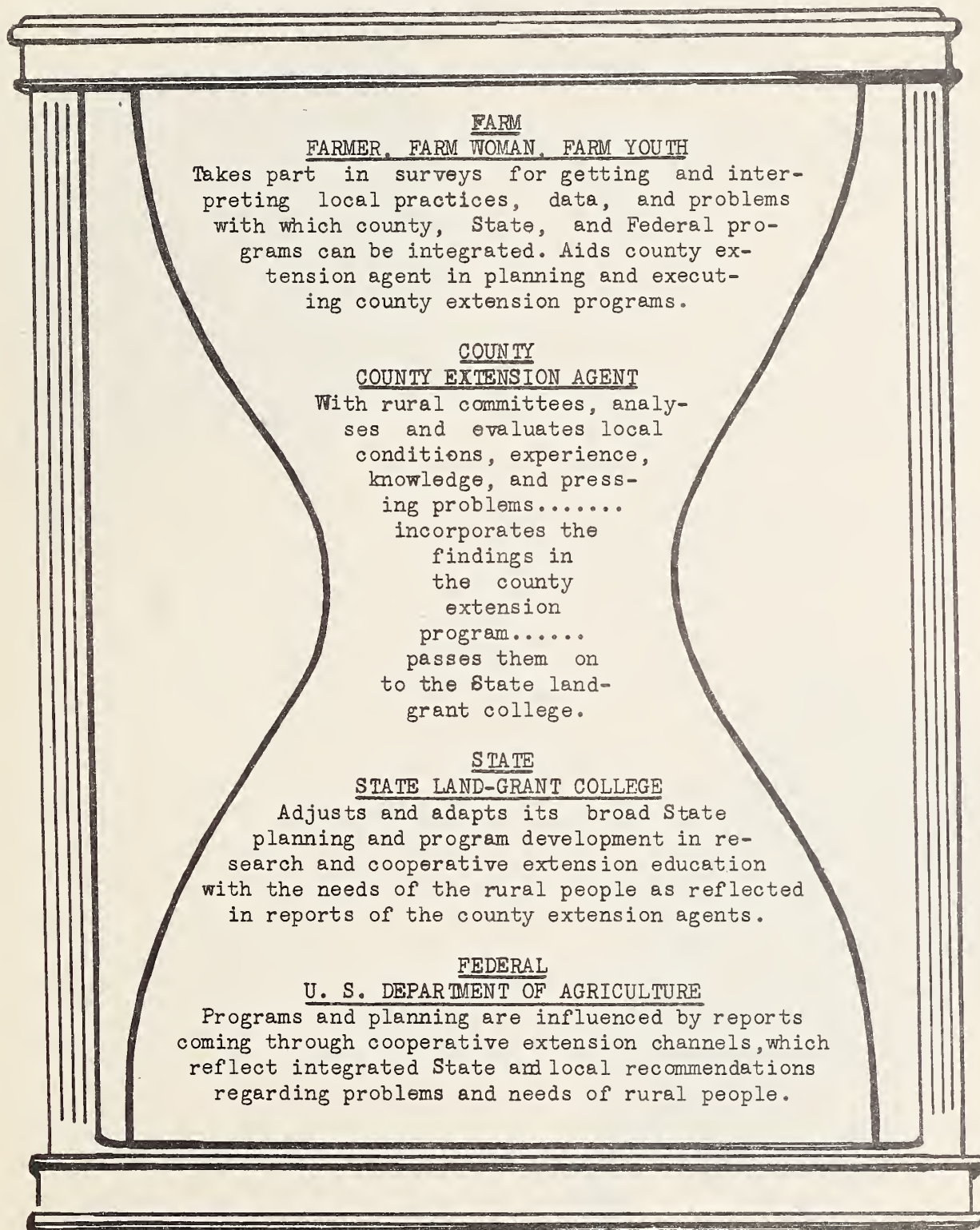
*Like the supporting funds, the planning, and the leadership -  
the facts come from the three cooperating Federal, State, and  
local sources. Think of an hour glass - its sand flows both ways.*







# Now, Let's Reverse the Glass







# Some Echoes FROM THE BUSY HUM OF TURNING EXTENSION WHEELS



## Volume of Activities

### FACE-TO-FACE CONTACTS WITH FARM PEOPLE

3½ million visits made to farmers and women.

10 million visits to the office by farmers and farm women seeking help.

8 million telephone calls for advice.

35 million attendance at meetings, demonstrations, tours, and other Extension events.

4½ million attendance at 32,400 showings of motion pictures.

### INDIRECT CONTACTS

700 thousand news stories published.

42 thousand radio broadcasts made.

20 million bulletins distributed.



1945



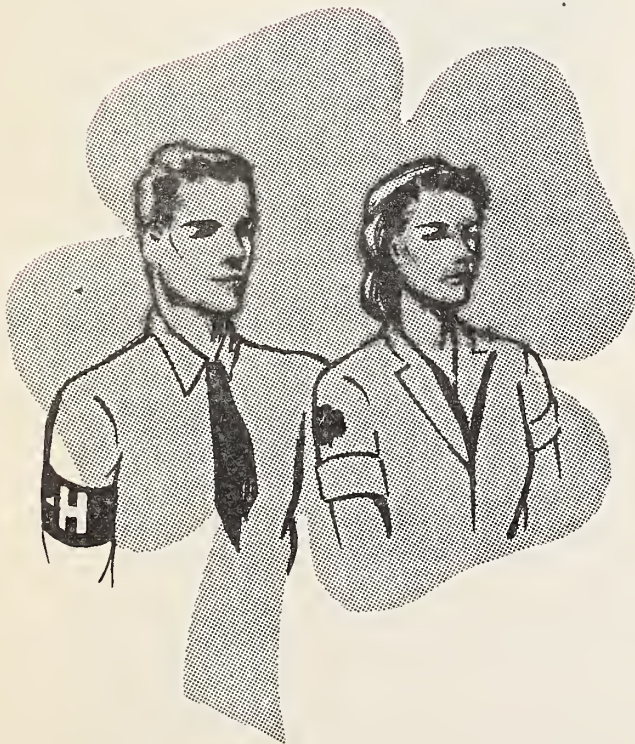
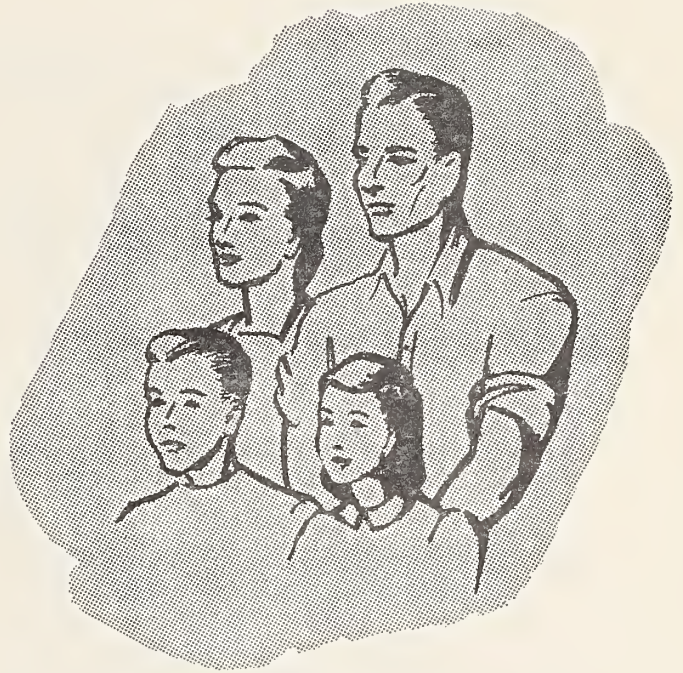


# Footprints of Progress

## PEOPLE REACHED AND INFLUENCED:

4½ million farm families.

2½ million suburban and urban families.



## RURAL YOUTH IN 4-H CLUBS:

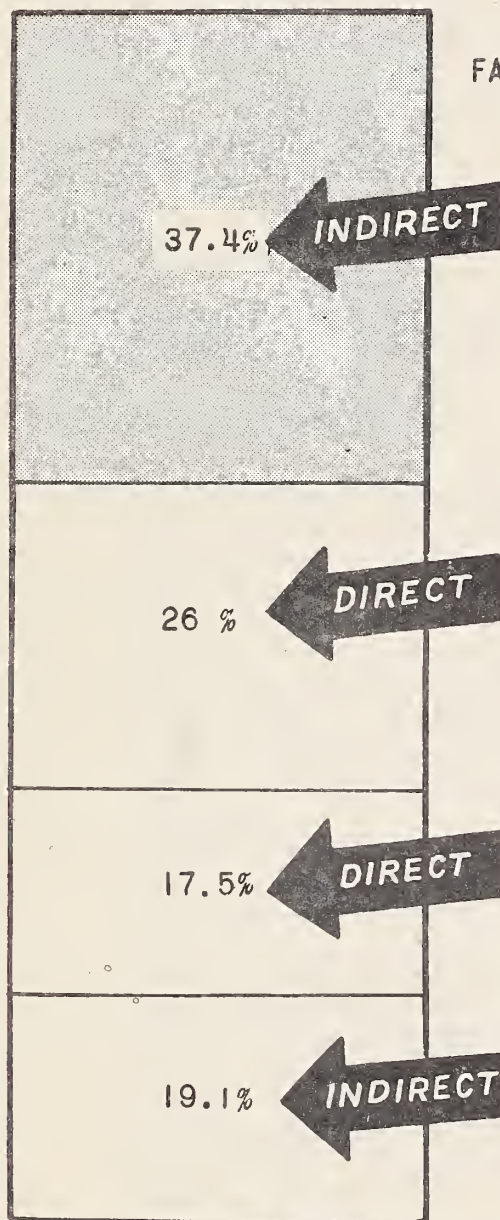
1½ million boys and girls  
are members.

1945





# Combined Operations ARE NEEDED TO OPEN THE DOOR TO BETTER PRACTICES.



FARM FAMILIES ADOPTING BETTER PRACTICES  
(3 out of 4 do so)

## METHODS FOR MASSES

|                  |           |
|------------------|-----------|
| News stories     | Exhibits  |
| Radio            | Bulletins |
| Magazines        | Posters   |
| Circular letters |           |

## METHODS FOR GROUPS

|                      |                 |
|----------------------|-----------------|
| General meetings     | Leader training |
| Method demonstration | meetings        |
| meetings             | Tours           |
| Discussion meetings  | Motion pictures |
| Extension Schools    |                 |

## METHODS FOR INDIVIDUALS

|                      |                |
|----------------------|----------------|
| Farm and home visits | Correspondence |
| Office calls         | Demonstrations |
| Telephone calls      |                |

OTHER INFLUENCES, not traceable,  
probably mostly from neighbor to  
neighbor.

Out of every 100 families adopting better farm and home practices, about 38 said this was due to popularized scientific information read, seen, or heard in bulletins, newspapers, on the radio, or in other mass media.

As the number of channels used for reaching people increased from one to nine, the percentage of families adopting better practices increased from 35 to 98. So, repeated impressions via many channels and methods are important.





# We Have Seen That

THE COOPERATIVE EXTENSION SERVICE  
IS A FEDERAL-STATE-COUNTY-FARM-  
FAMILY *Partnership*..... just how is the  
Federal partner organized ?

## UNITED STATES DEPARTMENT OF AGRICULTURE

### SECRETARY OF AGRICULTURE

Responsible for carrying out general agricultural policies legislated by Congress, for general direction of the Extension Service, and for policy relationships with Land-Grant College presidents.

### DIRECTOR OF EXTENSION WORK

#### ASSISTANT DIRECTORS AND STAFF OFFICERS.

Represents the Secretary of Agriculture in the administration through State extension services of the cooperative extension program, and in coordinating the extension work of the Department and the land-grant colleges. Responsible for all operations of the Federal Extension Service, including policy formulation; program planning, determination, and coordination; budgetary control; broad policy relationships with the Secretary of Agriculture, U.S.D.A. bureaus, State extension services, and cooperating agencies and organizations; and the like.

#### DIVISION OF FIELD COORDINATION

Concerned with liaison with State extension administrators, supervisors, and program leaders.

#### DIVISION OF SUBJECT-MATTER

Concerned with liaison with U.S.D.A. bureaus and State extension specialists on agricultural and home-economics research, marketing programs, and economic statistics.

#### DIVISION OF FIELD STUDIES AND TRAINING

Studies effectiveness of methods, evaluates success of programs, trains, gathers and compiles reports of accomplishment.

#### DIVISION OF EXTENSION INFORMATION

Concerned with liaison with State extension editors, conducts public reporting work, teaching and program aids, trains extension workers in better use of visual and public communication media, and performs special services.

#### DIVISION OF BUSINESS ADMINISTRATION

Concerned with fiscal, personnel, procurement, and other business operations.



# Now Then, LET'S SEE WHERE WE ARE.

## *This is Cooperative Extension Work.....*

It is a joint democratic enterprise....farm people with their county, State, and Federal governments....cooperatively financed, cooperatively administered.

It is teaching, primarily of rural people....men, women, youth....for all rural people.

It is not formal education of the classroom type. It is practical education which applies science to real-life situations on a learn-to-do-by-doing basis.

It is education for action....action by individuals in improving their farm and home skills and management, their health and other individual needs....action by groups to solve such problems as cooperative marketing and purchasing, community health, recreation, soil conservation, and the like.

It is education, which through participation builds the individual mentally to exercise effectively his or her own thinking, judgment, and leadership in solving individual problems, and in cooperation with others, to solve group problems.

It is education which stimulates farm people to analyze and recognize their own problems and to take steps to solve them.

It is education which recognizes the psychology and habits of the people and utilizes those techniques which in terms of local interest and understanding have maximum effectiveness.

It is education which helps in solving immediate and emergency problems, but which also encourages farmer-developed programs directed toward long-time objectives.

County extension programs are developed by the rural people themselves and reflect local needs and the scientific facts supplied through the Cooperative Extension Service.

The Cooperative Extension Service is a two-way road....facts and information and guidance flow from the U. S. Department of Agriculture to the State land-grant college to the county to the farm people....and the problems and solutions developed by the people in turn flow back to and have their influence upon the county, the State land-grant college, and the U. S. Department of Agriculture. At each point in the two-way flow, the facts and recommendations are sifted and adapted to the Extension situation.

Extension, through its network of county extension agents and local volunteer leaders, has direct access to all the farm homes in the United States.

Extension is flexible and can swiftly and effectively adjust its teaching efforts to new local, State, national and international situations.

Extension helps to preserve the family farm and the American way of life, but recognizes that the family farm cannot be isolated from the best interests and well-being of the community, the State, and the Nation.

Extension helps in developing among rural people those traits of character, qualities of leadership, and knowledge of basic democratic issues that make them valuable citizens; whether they stay on farms or move to the city, as many of them do.





# *Three Out of Four.....*

## *The world—*

is rapidly becoming more complicated. People are obliged to live, toil, and produce for a market, to adjust themselves to the increasing complexity of technology, in an economic and social system which can be only dimly understood without more knowledge.

## *Democracy—*

lives not in Government, but in the hearts, habits, and attitudes of people whom the Government represents. The small neighboring community is democracy's chief mainstay.

## *The Cooperative Extension Service—*

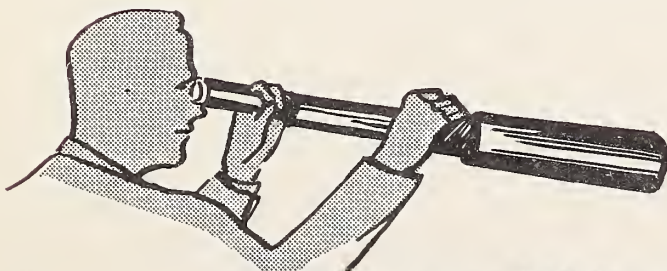
in helping rural people to meet their pressing individual and group problems and to understand a complicated world, is making a vital contribution to the development of democracy in this country.

## *Three out of four—*

farm people are now being influenced by the Cooperative Extension Service toward better ways of farming, homemaking, and building a more satisfying community and national life.

## *That is a batting average—*

of high distinction....a great tribute to the practical success of this farmer-county-State-Federal partnership in agricultural education....this cooperative organization which brings together in a home-spun way the resources of the people, the land, and scientific knowledge.



*See*  
**Part II.**

*concerning* **THE INFORMATION PROGRAM**







